

Jonathan Rosales

The Poster House exhibit is dedicated to movie poster history. Their mission is to present posters that have impacted society and culture, and explain the design aspects that went into creating these pieces of paper that were plastered across the movie theaters of America. Poster House describes posters as “historical documents and methods of contemporary visual communication”. Poster House was founded in 2015 and ever since then it has been building its collection of posters that have influenced design and culture.

One of the current exhibits they have on display focuses on the Blaxploitation film genre. This genre of film allowed black representation on the big screen and across theatres in America. Black people would often be presented on film as the villain, the joke, the instigator, or just about anything demeaning. Blaxploitation allowed the black people to be the writers and heroes of their own story, instead of being forced into a trope.



The Sweet Sweetback is a 1971 blaxploitation film. It was written, co-produced, scored, edited, directed by, and starred Melvin Van Peebles. The movie poster is beautiful. The poster is in black and white but there's a little frame that has color to draw emphasis on the face of the main protagonist. The title font helps the poster stand out, it's been scaled vertically to stand out. I picked this one because I felt like the way the information is displayed is appealing, you got the title followed by a dramatic shot of the main character, then below that are action shots. The cool part about this film is that it's a one man show, Melvin Van Peebles can be credited for everything in the movie.

CLEOPATRA JONES AND THE CASINO OF GOLD



**6ft. 2in. of
dynamite
explodes
into
action.**

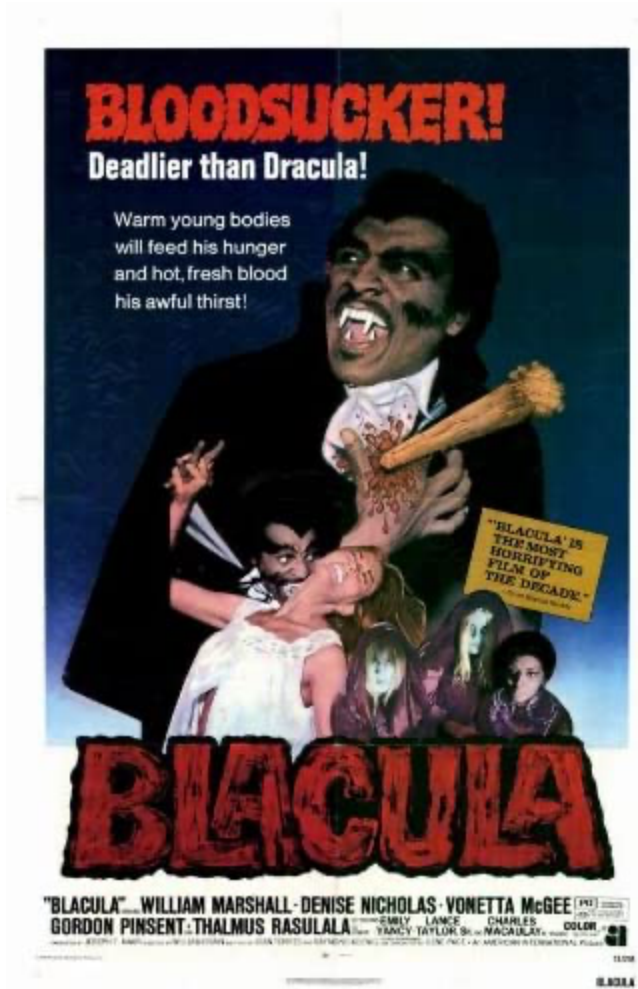
TAMARA DOBSON · STELLA STEVENS CLEOPATRA JONES AND THE CASINO OF GOLD
IN A RUN RUN SHAW / WILLIAM TENNANT PRODUCTION
Written and Produced by WILLIAM TENNANT Based on characters created by MAX JULIEN Directed by CHUCK BAIL PANAVISION® TECHNICOLOUR®
from Warner Bros. A Warner Communications Company

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"CLEOPATRA JONES AND THE CASINO OF GOLD"

Cleopatra Jones and the Casino of Gold, is a blaxploitation film directed by Charles Bail, released in 1975. I like the visuals and how the design is abstract. It's very promiscuous but I feel like that was on purpose to show "beauty but deadly" as you see her holding an uzi in heels. The use of bright colors, especially the bright yellow, really helps catch your eye. The only thing I don't like is the text, it's a little cheesy but it helps balance out the poster.



Blacula is a 1972 American blaxploitation horror film directed by William Crain. Im not a fan of this movie poster. The images used are fuzzy and don't look properly cut. The main thing that stands out right away is "bloodsucker" and that just seems like it's designed to be the first thing you notice, its even a brighter red than than the movies title. The concept of the movie just seems bad too, like its dracula but he's black, so i guess he's deadlier because he's black. There just doesn't seem to be anything special about this film, more of a cash and grab in the worst way possible.